

**WHAT IS CLAIMED IS:**

1 **Sub A** 1. A method of tracking information provided to a computer system from  
 2 a server, the method comprising:  
 3 providing an identifier identifying the computer system;  
 4 providing at least one database associating the identifier with information  
 5 specific to a computer user associated with the computer system;  
 6 transmitting the identifier to the server, the server affiliated with the at least  
 7 one database;  
 8 transmitting the information to the computer system that is specific to the  
 9 identifier; and  
 10 logging the transmittal of the identifier in one of the at least one database.

1 2. The method of Claim 1 wherein the logging the transmitting of the  
 2 identifier further includes:  
 3 incrementing a counter associated with the identifier.

1 3. The method of Claim 1 further comprising:  
 2 providing that the information transmitted to the computer system includes at  
 3 least one of advertisements, informational data, advertisements specific  
 4 to the computer user, and informational data specific to the computer  
 5 user.

1 4. The method of Claim 1 further comprising:  
 2 providing that the server is one of an advertisement broker, a server hosting  
 3 advertisements, and a server hosting advertisements and informational  
 4 data.

1 **Sub B9** 5. The method of Claim 1 further comprising:  
 2 providing an application program;

3 if the computer system does not contain a preexisting identifier associated with  
 4 the at least one database, querying the computer user as to information  
 5 specific to the computer user; and  
 6 storing the information in one of the at least one database.

1 6. The method of Claim 1 wherein the transmitting the identifier includes:  
 2 requesting access to the server by the computer user via the worldwide web;  
 3 and  
 4 transmitting the identifier when the computer user requests access from the  
 5 server.

1 *SUB A2* 7. The method of Claim 1 further comprising:  
 2 when the server receives an identifier, checking the at least one database for  
 3 the identifier;  
 4 if the identifier is not found, querying the computer user as to whether the  
 5 computer user desires to participate in receiving the information from  
 6 the server;  
 7 if the computer user desires to participate, building one of the at least one  
 8 databases that associates the identifier with the computer user;  
 9 if the identifier is found in the at least one database, searching for matching  
 10 information unique for the identifier and for the computer user;  
 11 if matching information is found, transmitting the information unique for the  
 12 identifier and for the computer user to the computer user from the  
 13 server;  
 14 if no matching information is found, transmitting one of generic information  
 15 and no information; and  
 16 logging the transmittal of the identifier in one of the at least one database.

*SUB B11* 8. The method of Claim 1 wherein the identifier is one of a system code,  
 2 a system code stored in nonvolatile memory, a unique ID from a microprocessor, a  
 3 unique ID from a peripheral device and a unique identifier stored on a hard drive.

1        9.        The method of Claim 1 wherein the information unique to the  
2 computer user includes one of incentives, bonuses and discounts on a plurality of  
3 goods.

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10.        A computer system comprising:  
2 a processor;  
3 a memory device coupled to the processor;  
4 an identifier for a computer system associated with a computer user, the  
5 identifier identifying the computer system, the identifier capable of  
6 being transmitted to a server, the server affiliated with at least one  
7 database that associates the identifier with the computer user and  
8 information specific to the computer user, the server tracking the  
9 transmittal of the identifier.

1        11.        The computer system of Claim 10, further comprising:  
2 an application program that queries the computer user to obtain data for  
3 associating information specific to the computer user for transmittal,  
4 the application program storing the data in the at least one database and  
5 associating the identifier with the data.

1        12.        The computer system of Claim 10 wherein the server is accessible to  
2 the computer user via the worldwide web.

1        13.        The computer system of Claim 10 wherein the information specific to  
2 the computer user includes at least one of advertisements, informational data,  
3 advertisements specific to the computer user, and informational data specific to the  
4 computer user.

1        14.        The computer system of Claim 10 wherein the server increments a  
2 counter each time the identifier is received by the server.

1 15. The computer system of Claim 10 wherein the database is affiliated  
 2 with an advertisement broker that is also affiliated with the server, the advertisement  
 3 broker receiving the identifier and logging the transmittal of the identifier in a  
 4 database to track the transmittal of information specific to the computer user.

1 16. The computer system of Claim 10 wherein the identifier is one of a  
 2 system code, a system code stored in nonvolatile memory, a unique ID from a  
 3 microprocessor, a unique ID from a peripheral device and a unique identifier stored on  
 4 a hard drive.

1 *SUB A* 17. A system for tracking information transmitted by and to a computer  
 2 user, the system comprising:  
 3 means for providing an identifier for a computer system associated with the  
 4 computer user, the identifier identifying the computer system;  
 5 at least one database associating the identifier with the computer user and  
 6 information specific to the computer user  
 7 means for transmitting the identifier to a server, the server affiliated with the at  
 8 least one database;  
 9 means for transmitting the information to the computer system that is specific  
 10 to the identifier; and  
 11 means for logging the transmittal of the identifier in one of the at least one  
 12 database.

1 18. The system of Claim 17 further comprising:  
 2 a counter, the counter incrementing upon at least one of the transmittal of the  
 3 identifier to the server and the transmittal of information to the  
 4 computer system.

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1 19. The system of Claim 17 wherein  
2 the information transmitted to the computer system includes at least one of  
3 advertisements, informational data, advertisements specific to the  
4 computer user, and informational data specific to the computer user.

1 20. The system of Claim 17 wherein:  
2 the server is one of an advertisement broker, a server hosting advertisements,  
3 and a server hosting advertisements and informational data.

1 21. The system of Claim 17 further comprising:  
2 an application program, the application program querying the computer user as  
3 to information specific to the computer user if the computer system  
4 does not contain a preexisting identifier associated with the at least one  
5 database; and  
6 means for storing the information in one of the at least one database.

1 22. The system of Claim 17 wherein the server is accessible to the  
2 computer user via the worldwide web.

1 23. The system of Claim 17 wherein the information specific to the  
2 computer user includes at least one of advertisements, informational data,  
3 advertisements specific to the computer user, and informational data specific to the  
4 computer user.

1 24. The system of Claim 17 wherein the identifier is one of a system code,  
2 a system code stored in nonvolatile memory, a unique ID from a microprocessor, a  
3 unique ID from a peripheral device and a unique identifier stored on a hard drive.

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pg 7